Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

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PAGE 01 BRUSSE 00720 01 OF 02 231936Z

43
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 OPIC-06 AID-05 XMB-04 TRSE-00

PA-02 PRS-01 USIA-15 /053 W
---------- 130758
R 231706Z JAN 76
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 5900

UNCLAS SECTION 1 OF 2 BRUSSELS 00720

E.O. 11652: N/A
TAGS: BEXP,BE
SUBJECT: FY77-78 CCP RECOMMENDATIONS

REF: (A) 75 BRUSSELS 01261,(B) STATE A-7369 DATED 12/10/75,
(C) BELGIUM CCP FY 76

1. SUMMARY: FOLLOWING IS THE ORDER OF PRIORITY OF CAMPAIGNS
FOR THE FY77-78:
(1) INDUSTRIAL SECURITY SYSTEMS AND EQUIPMENT
(2) LABORATORY INSTRUMENTS
(3) POLLUTION CONTROL INSTRUMENTATION EQUIPMENT
(4) CONSUMER GOODS
(5) SUPPORT FO SATE OFFICES
(6) HEALTH CARE AND MEDICAL EQUIPMENT
(7) FOOD PROCESSING AND PACKAGING EQUIPMENT
(8) AVIONICS
)9) PROCESS CONTROL INSTRUMENTATION
(10) VISIT U.S.A.

THE FIRST FIVE CAMPAIGNS (1-5) ARE PRIORITY PROJECTS
FOR THE FY77-78 CCP. CAMPAIGNS 6 AND 7 ARE FOLLOW-UP
PRIORITY PROJECTS FOR FY77-78. CAMPAIGNS 8 AND 9 ARE
OTHER PRIORITY PROJECTS AND CAMPAGN 10 IS A DEFERRED ACTIVITY.

2. PER REF (B) EMBASSY PROPOSES FOLLOWING CHANGES TO
RECOMMENDATIONS SUBMITTED REF (A) REGARDING SUBJECT.
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PAGE 02 BRUSSE 00720 01 OF 02 231936Z

CHANGES ARE AS FOLLOWS:

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

3. SECTION II PERSONNEL RESOURCES LIST -- FSL NICOLE
BEEK FORMERLY SECRETARY TO INDUSTRIAL DEVELOPMENT ATTACHE SHOULD
BE ADDED TO COMMERCIAL UNIT PERSONNEL.
FSL BEEK NOW WORKS 50 PERCENT IN ECOM FOR COMMERCIAL ATTACHE
ON SPECIAL PROJECTS.

4. SECTION III PROGRAMMED ACTIVITIES -- EMBASSY PROPOSES
FOLLOWING CHANGES TO RECOMMENDATIONS SUBMITTED BY REF (A).

5. INDUSTRIAL SECURITY SYSTEMS AND EQUIPMENT -- EMBASSY
RECOMMENDS BUSINESS EQUIPMENT CAMPAIGN BE REPLACED BY
INDUSTRIAL SECURITY SYSTEMS AND EQUIPMENT.
(1) CAMPAIGN MANAGER (CM) - ASSISTANT COMMERCIAL
ATTACHE
(2) CAMAPIGN STATEMENT (CS) - PRELIMINARY
INVESTIGATIONS BY EMBASSY INDICATE THAT THE LARGE
NUMBER OF MULTINATIONAL INDUSTRIAL FIRMS AND BANKS LOCATED IN
BELGIUM BECOMING INCREASINGLY CONCERNED ABOUT PLANT,OFFICE AND
EQUIPMENT SECURITY. AS SUCH,EMBASSY BELIEVES AN EXPANDING MARKET
IS EMERGING IN BELGIUM FOR U.S. INDUSTRIAL SECURITY AND
EQUIPMENT (75 BRUSSELS 9641AND 75 BRUSSELS 11456).

(3) PROJECT OBJECTIVES (PO) - ONE MARKET INDUSTRY
SURVEY; 10 TO'S; 10 BELGIANS TO ATTEND RELEVANT
AREA T.C. SHOWS: PLACE TO ARTICLE IN LOCAL TRADE MEDIA.

(4)ACTION - DURING TIMES TO BE DETERMINED,PROMOTE
AND HOST USDOC TRADE MISSION; PROMOTE BELGIAN ATTENDANCE AT
LOCAL TC SHOWS. FIRST AND SECOND QUARTERS - COMPLETE MARKET
INDUSTRY SURVEY; 5 TO'S. THIRD QUARTER - PLACE ONE ARTICLE IN
TRADE PRESS; 2 TO'S: FOURTH QUARTER - PLACE ONE ARTICLE IN TRADE
PRESS AND 30 TO'S.

6. HEALTH CARE AND MEDICAL EQUIPMENT SYSTEMS -- EMBASSY
ALSO RECOMMENDS THAT SUGGESTED CAMPAIGN ENERGY SYSTEM BE REPLACED
BY HEALTH CARE AND MEDICAL EQUIPMENT SYSTEMS.
SEE 75 BRUSSELS 10268 WHICH GIVE RATIONALE AGAINST
ORGANIZING MISSION OF ENERGY SYSTEMS.
(1) CM - ASSISTANT COMMERCIAL ATTACHE
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(2) CS - GIVEN A CONTINUED HIGH LEVEL OF GIVERNMENT AND
PRIVATE SPENDING ON MEDICAL AND HEALTH CARE FACILITIES AND
EQUIPMENT IN BELGIUM, EMBASSY BELIEVES U.S.
PRODUCERS HAVE AN ATTRACTIVE MARKET IN BELGIUM. PRELIMINARY
INVESTIGATIONS REVEAL THAT BECAUSE OF TECHNICAL SOPHISTICATION
AND PRICE,U.S. LRODUCTS BECOMING MORE COMPETITITIVE VIS A VIS
PRODUCTS FROM BELGIM'S TRADITIONAL SUPPLIERS (75 BRUSSELS 11357).

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(3) PO - ONE FOLLOW UP INDUSTRY REPORT ON SUCCESS OF FY76
TRADE MISSION; 20 BELGIANS TO ATTEND TC SHOWS: MAJOR PROMOTIONAL
EFFORT FOR ONE U.S.TRADE SHOW IN THE SECTOR; ONE VIDEO TAPE
SHOWING TO THIRTY KEY INDUSTRY BUSINESSMEN.

(4) ACTIONS - PROMOTE BELGIAN ATTENDANCE AT LOCAL TC SHOWS AT
TIMES TO BE DETERMINED. FIRST QUARTER: COMPLETE FOLLOW-UP REPORT
ON FY76 TRADE MISSION; 5 TO'S . SECOND QUARTER: SUBMIT
REPORT; 5 TO'S. THIRD QUARTER: SCHEDULE VIDEO TAPE
SHOWING: 3 TO'S. FOURTH QUARTER: 2 TO'S: PLACE TWO ARTICLES
IN THE TRADE PRESS.

7. LABORATORY INSTRUMENTS: RECOMMENDATIONS CONTAINED
REF (A) SHOULD BE AMENDED AS FOLLOWS:
(4) ACTIONS - EMBASSY PROPOSES TO SUBSTITUTE
CATALOG SHOW FOR USDOC TRADE MISSION TO BE HELD
IN CONJUNCTION WITH INSTRURAMA SHOW SCHEDULED FOR
SPRING 1977.

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PAGE 01 BRUSSE 00720 02 OF 02 231938Z

43
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UNCLAS SECTION 2 OF 2 BRUSSELS 00720

8. CONSUMER GOODS: RECOMMENDATIONS CONTAINED REF (A)
WILL HAVE TO BE SOMEWHAT AMENDED.
(2) CS - CONTINUED EMPHASIS NEEDS TO BE GIVEN TO
PROMOTION SALES OF SONSUMER GOODS INCLUDING FY77
IN-STORE PROMOTION; DO-IT-YOURSELF CATALOG SHOW
AT BRUSSELS FAIR "HOBBY"; AND PROMOTION OF USA THEMES IN SHOPPING
CENTERS AND ARCADES.
(3) PO - OBTAIN STORE ORDERS FROM IN-STORE PROMOTION
OF AT LEAST DOLS 250,000 AND 10 TO'S FROM CATALOG SHOW.

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Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

(4)ACTIONS: - PROMOTION OF RELEVANT AREA TC SHOWS AT TIMES TO
BE DETERMINED. FIRST QUARTER: WORK WITH SHOPPING CENTER OR SHOPPING
ARCADE TO DEVELOP USA THEME; HOLD DO-IT-YOURSELF CATALOG SHOW;
HOLD BUSINESS DEVELOPMENT DAY ON FRANCHSING THEME IN QUOTE OWN
YOUR OWN BUSINESS SHOW UNQUOTE. SECOND QUARTER: PLACE AT LEAST
TWO ARTICLES IN RETAIL TRADE OR POPULAR MEDIA.O
THIRD QUARTER: FOLLOW UP ON TRADE OPPORTUNITY GENERATED BY
CATALOG SHOW; HOLD A U.S. BUSINESS DEVELOPMENT DAY AT BRUSSELS
INTERNATIONAL TRADE FAIR, MAY 1977. FOURTH QUARTER: BEGIN TENTATIVE
NEGOTIATIONS WITH LOCAL RETAILER ON FY78 IN-STORE SHOW.

9. AVIONICS: SECTION ON AVIONICS IN REF (A) SHOULD
ALSO BE MODIFIED TO INCLUDE REFERENCE TO F-16 CO-N
PRODUCTION PROGRAM WHICH BECAUSE OF ITS GREAT SIZE AND IMPORTANCE
TO BELGIAN AVIATION INDUSTRY WILL TEND TO DOMINATE MARKET
CONSIDERATIONS DEPARTMENT MAY WISH TO PLACE THIS
CAMPAIGN AMONG LIST OF OTHER PRIORITY PROJECTS,SINCE
COMMERCIAL OFFICERS WILL BE REQUIRED TO DEVOTE CONSIDERABLE
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PAGE 02 BRUSSE 00720 02 OF 02 231938Z

TIME IN SUPPORT OF CO- PRODUCTION ACTIVITIES FOR F-16 PROGRAM,
LITTLE TIME WILL BE AVAILABLE FOR QUOTE OTHER UNQUOTE COMMERCIAL
AVIONICS ACTIVITIES OUTSIDE OF F-16 PROGRAM.
BASIC EMBASSY OBJECTIVE WILL BE TO ASSIST IN FACILITATING
IMPLEMENTATION OF BELGIAN CO- PRODUCTION. U.S. COMMERCIAL INTERESTS
WILL BE SERVED BY FACILITATING THE ACQUISITION OF EQUIPMENT
REQUIRED FOR TOOLING UP OF BELGIAN INDUSTRY.
MANUFACTURERS OF AIRCRAFT AND ENGINE COMPONENTS WIL PROBABLY
NEED TO ACQUIRE SMALLER ELEMENTS IN ASSEMBLY
DIRECTLY FROM U.S. PROJECT OBJECTIVE OF 14 MILLION U.S.
EXPORT AND 4 TO'S WILL ONLY BE INDIRECTLY RELATED TO F-16
PROGRAM.

10. FOOD PROCESSING AND PACKAGING EQUIPMENT: EMBASSY SUGGESTS
THAT USDOC TRADE MISSION RECOMMENDED IN REF (A) BE DELETED SINCE
WE BELIEVE STATE OF ART WILL NOT HAVE CHANGED SUFFICIENTLY SINCE
HOLDING CATALOG SHOW IN NOVEMBER, 1975.

11. VISIT USA: DEPARTMENT MAY WISH TO PLACE THIS
CAMPAIGN AMONT LIST OF DEFERRED ACTIVITIES. PARA IN
REF (A)DEALING WITH VISIT USA WILL NEED TO BE AMENDED
AS FOLLOWS:
(3) PO - ATTENDANCE OF AT LEAST 150 BELGIAN TRAVEL
INDUSTRY REPRESENTATIVES AT EMBASSY- SPONSORED
TOURISM SEMINAR.
(4) ACTIONS- ASSIST USTS PROMOTIONS AT TIMES TO BE
DETERMINED. FIRST QUARTER: PLACE ONE FILM AND ONE TRAVEL ARTICLE
IN LOCAL MEDIA. SECOND QUARTER: STATE TECHNICAL TOURISM SEMINAR.
THIRD QUARTER: ORGANIZE FAMILIARIZATION TOUR
FOR TRAVEL WRITERS. FOURTH QUARTER: PLACE ONE FILM AND TWO ARTICLES

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

IN LOCAL MEDIA.

12. ADD TO LIST OF PRIORITY PROMOTION REFERENCE TO
QUOTE COORDINATION OF STATE OFFICES EFFORTS IN TRADE PROMOTION
UNQUOTE.

(1) CM - COMMERCIAL ATTACHE
(2) CS - WORK CLOSELY WITH STATE OFFICES CONCENTRATED IN
BRUSSELS SINCE THESE OFFICES HAVE TENDED TO GIVE GREATER ATTENTION
THAN IN PAST TO TRADE PROMOTION AND HAVE BECOME TO ALL EXTENT
AND PURPOSES EXTENSION OF EMBASSY COMMERCIAL PROGRAM OPERATIONS.
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PAGE 03 BRUSSE 00720 02 OF 02 231938Z

EMBASSY CAN PLAY IMPORTANT ROLE IN GIVING SOME DIRECTION TO GENERAL
TRADE PROMOTION AND TO ENCOURAGEMENT OF TRADE LEADS
EXCHANGES.
(3) PO - EFFECTIVE FOLLOW UP ON TRADE OPPORTUNITY
GENERATED BY POSTS IN EUROOE AND MIDDLE EAST:
OBTAIN 10 TO'S THROUGH EXCHANGE OF LEADS
GENERATED BY POSTS IN EUROPE AND MIDDLE EAST;
OBTAIN 10 TO'S THROUGH EXCHANGE OF LEADS GENERATED BY STATE
OFFICEES.

(4) ACTIONS - (A) VISIT ALL STATE OFFICES AT LEAST TWICE YEARLY;
(B) EXCHANGE ON QUARTERLY BASIS INFORMATIONON TRADE LEADS GENERATED
BY STATE OFFICES:(C) ORGANIZE INFORMATION DAY IN FLEMISH AND FRENCH
SPEAKING REGIONS OF BELGIUMK
DURING SECOND AND FOURTH QUARTERS RESPECTIVELY; (D) HOLD REGULAR
BRIEFINGS FOR STATE OFFICES ON QUARTERLY BASIS.

13. OTHER PRIORITY PROJECTS PROPOSED:
(A) PROCESS CONTROL INSTRUMENTATION -- EMBASSY SHOULD
CONTINUE TO FOLLOW THROUGH ON TIS CURRENT CAMPAIGN IN THIS
AREA.
(B) IMPROVE EMBASSY FACILITIES: COMMERCIAL LIBRARY CONTINUES TO
BE INADEQUATE FOR NEEDS OF PROGRAM.
EMBASSY EXPLORING WAYS OF IMPROVING PHYSICAL FACILITIES FOR
COMMERCIAL PROGRAM.
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EO Systematic Review
04 MAY 2006

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